

said power supply, comprising the step of supplying said transmitter capacitor with power from said charge pump after a signal intended for said label has been received by said receiver means.

8. (new) The method according to claim 7, comprising the step of said switching means being supplied with power from said charge pump at a voltage which is greater than the voltage of said power supply.

9. (new) The method according to claim 7, comprising the step of said transmitter capacitor being supplied with power from said charge pump for a predetermined period of time or until a final message in a communication has been transmitted by said transmitting means.

10. (new) The method according to claim 9, comprising the step of said switching means being supplied with power from said charge pump at a voltage which is greater than the voltage of said power supply.

11. (new) An electronic label comprising a power supply, receiver means, transmitter means, switching means, charge pump means for producing a current at a voltage which is greater than the voltage of said power supply, control means for selectively connecting said charge pump means to a transmitter capacitor, whereby said transmitter capacitor is connectable to said transmitter means in order to supply said transmitter means with power at a voltage which is greater than the voltage of said power supply, wherein said control means comprises control logic means which determine if a received signal requires a reply to be transmitted and which connect said charge pump means to said transmitter capacitor if a reply is required.

12. (new) An electronic label in accordance with claim 11, wherein said switching means is connectable to said charge pump in order to be supplied with a voltage which is greater than the voltage of said power supply.

13. (new) An electronic label in accordance with claim 11, wherein said charge pump comprises an additional power supply.

14. (new) A method for controlling the use of power in an electronic label comprising transmitter means, a transmitter capacitor, charge pump means, control means for connecting said charge pump means to said transmitter capacitor, whereby said transmitter capacitor is connectable to said transmitter means, the method comprising: said control means determining when it is likely that the label will need to transmit and subsequently, as a response, connecting said charge pump means to said transmitter capacitor.

15. (new) The method according to claim 14, wherein the control means breaks the connection between said charge pump means and said transmitter capacitor if no transmission is to take place.

16. (new) An electronic label comprising transmitter means, a transmitter capacitor, charge pump means, control means for connecting said charge pump means to said transmitter capacitor, whereby said transmitter capacitor is connectable to said transmitter means, wherein said control means determines when it is likely that the label will need to transmit and subsequently, as a response, connects said charge pump means to said transmitter capacitor.

17. (new) An electronic label in accordance with claim 16, wherein the control means breaks the connection between said charge pump means and said transmitter capacitor if no transmission is to take place.